

AUG 21 1944

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, AUGUST 18, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Being Planned	VICTORY DAY PLAN FOR DEPARTMENT STORES Department stores plan for Victory Day by NRDGA throughout the country seeking to avoid the confusion and disastrous celebration that followed Armistice Day of World War One. The National Retail Dry Goods Association is presenting to the stores throughout the country a plan in advance, discussing whether stores should remain open or closed and what physical procedures are best to follow when "V-Day" comes. For further information, contact: Store Management Group, NRDGA, PE. 6-2155 (Ext. 7).	NATIONAL RETAIL DRY GOODS ASSOCIATION	COAST TO COAST
Now Going On	NEW DISPLAY DESIGN CONTEST The Darling Display Firm is offering prizes to encourage new ideas in retailing store display work. Prizes are War Bonds. Contest closes November 15. For more details and for entries, address: Trowbridge Stanley, President, L. A. Darling Company, Bronson, Michigan.	L. A. DARLING COMPANY	BRONSON, MICHIGAN
Friday Aug. 18	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-5200.		
Saturday Aug. 19 2:00 P.M.	COLLEGE FASHION SHOW Press and public invited to view this Back-to-School collection and sit in on a jam session by Eddie Corday and his orchestra. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Planned For Fall	NEW RADIO PROGRAM The National Association of Better Business Bureaus will seek popular support for its work on a radio network that will furnish consumer education. "Trading angles," cutting of taxes for the retailer, and many other steps that benefit the consumer will be explained and will constitute the theme of this Network Broadcast to begin some time this Fall. Contact: William Farrar, National Better Business Bureau, Cleveland, Ohio.	NATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS	RADIO NETWORK FOR 400 CITIES
Now Being Planned	FASHION APPAREL CENTER San Francisco plans a fashion apparel center by 500 San Francisco manufacturers, wholesalers, and retailers in San Francisco, California, emulating the plan of New York to establish a World Fashion Center here. San Francisco is now planning a similar project for its fashion industries. A 4 billion dollar center, with 37 buildings on an area of 25 acres is the florid scale on which the West Coast plans to challenge the East Coast for the world's fashion supremacy. Retailers and manufacturers and jobbers are united and heartily in accord with this gigantic post war project which may be partly underwritten as a federal agency. Further details: San Francisco Chamber of Commerce, San Francisco, California.	500 SAN FRANCISCO MFRS., WHOLESALE & RETAILERS	SAN FRANCISCO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	RETAILERS IN DRIVE FOR EARLY OVERSEAS MAILING The O.W.I., War and Navy Departments, and the United States Post Office, in conjunction with the War Advertising Council and the Sales Promotion Divi- sion of N.R.D.G.A., have complete sets of material for use by retail stores throughout the country in a drive to stimulate early mailing of gifts to service men and women overseas. The material in folder form will be mailed to the stores by the Government. It points out correct packaging and stres- ses the earliest possible date of mailing, between September 15-October 15 for Christmas overseas gifts. Contact: Edward Hoyt, PE. 6-2155.	N.R.D.G.A. AND U.S. POSTAL AUTHORITIES	ALL OVER THE COUNTRY
Now Showing	OPENING: SPRING WOOL AND WORSTED COLLECTION Exact date to be announced. Wholesalers, manufacturers, and retailers, by appointment, contact salesmen; Press, contacts: Mary Keane, PE. 6-4500.	A. D. JUILLARD & CO.	SHOW ROOM 40 WEST 40TH STREET
Still Going On	LITTLE THEATRE FOR CHILDREN Each week there is a new daily musical show at 4:00 P.M. to entertain young people. This week, a play enacted by the children's group of the Robotti- Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
Now Presenting	NEW TRADEMARKED LABELLED HAT "VIC-DEB"	SALLY VICTOR & LEIGHTON	417 FIFTH AVENUE
Now Appearing	LIBERTY MAGAZINE ARTICLE: "FUR OR FLEECE?" Max Bachrach, fur consultant, is the subject of an article called "Fur or Fleece?" in this week's Liberty Magazine. Mr. Bachrach is an expert in picking the real fur from the phony, and his handling of 4,000 "bizarre" cases makes interesting reading.	LOWELL BRENTANO	ON ALL NEWSSTANDS

WEEK BEGINNING MONDAY, AUGUST 21, 1944

Monday Aug. 21 1:00 P.M.	"MOUTON MAGIC" FUR FASHION SHOW A collection of original coats and jackets in unusual and practical styles. Open to public. Press by invitation. Luncheon from \$1.85. Laskin Mouton Publ.: Rosemary Sheehan, CO. 5-3147. St. Regis: Mary Alice Rice, PL. 3-4500.	LASKIN MOUTON FURS	ST. REGIS HOTEL ROOF GARDEN
Monday Aug. 21- Aug. 25	WAR TIME JEWELERS CONFERENCE Interesting largely to retail jewelers, with outstanding leaders in the industry and government officials and retailing specialists delivery reports and addresses on every phase of jewelry. These men will peep into the fu- ture also, in a post-war planning session. More details later. Open to members. Contact: Charles Evans, MU. 2-2764.	NATIONAL RETAIL JEWELERS ASSN.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday August 21	FIRST SHOWING, FALL AND WINTER GOWNS Included in Villa-Zigmund's own collection are newly arrived (by clipper) gowns from Molyneux's in London. Press invited. Publicity: Victor Pincus, PL. 8-2014.	VILLA-ZIGMUND CO.	18-20 EAST 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Aug. 22- Aug. 29	FREE HOME CANNING SESSIONS Each Tuesday in August from 2:00 to 4:00 P.M., Mrs. Sylvia Newbauer and Miss Pauline Leonard, nutrition and canning experts of the Brooklyn American Red Cross will demonstrate newest methods of canning vegetables, fruits, pickles and jellies. This is fourth in a series of five lectures. Press and public invited, free. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday Aug. 22	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Tuesday Aug. 22 4:00 P.M.- 6:00 P.M. Wednesday Aug. 23	GALLERY OF DIAMONDS AND DOLLS Presenting the Mary E. Lewis Collection of bridal dolls which trace two centuries of tradition in gowns, veils, bouquets, etc. Engagement rings, the oldest of all bridal traditions, are featured with each doll bride. Diamond jewelry for period dolls, from Hammer Galleries. Bridal "fashion dolls" of 1944 dressed by Fira Benenson, Zoe De Salle, Helene Garnell, Muriel King, Philip Mangone, Nettie Rosenstein, and Herman Patrick Tappe, with modern diamonds from Black Starr & Gorham, Inc. Press preview by invitation. Open to public on Aug. 23. Contact: Dorothy Dignam, CI. 6-0200.	N.W. AYER & SON, INC.	PARK LANE HOTEL TAPESTRY ROOM
Monday Aug. 23 11:30 A.M.	PRESS PREVIEW: FALL FUR COLLECTION A new and exciting collection of coats, jackets, capes, etc. by this distinguished designer of furs. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	MAXIMILIAN FURS, INC.	SALON 20 WEST 57TH STREET
Wednesday Aug. 23 12:30 P.M., 1:30 P.M.	COLLEGE GIRL CAUCUS: "CLOTHES ARE THE ISSUE" Vee Rafdal, New York fashionist, Associated Merchandising Corp., will keynote the caucus. There will be a back-to-college fashion show at 12:30 and 1:30 P.M. to enable college girls who are working this summer to come during lunch hour. Music and prizes. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 3RD FLOOR
Wednesday Aug. 23 3:00 P.M.	OPENING: BARBARA BARRIE" JUNIOR SALON A new budget shop department with a complete collection of dresses, suits, coats, and accessories; trousseau wardrobes, back-to-school clothes for Jr. Miss sizes, and also fashions for small women who wear from size 7-15. Press invited, open to public. Publ.: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	SALON - 3RD FLOOR 742 FIFTH AVENUE
Monday Aug. 28- Sept. 1	NEW YORK GIFT SHOW Increased volume requires two hotels to adequately display these gift wares. Contact: George F. Little Management, 200 5th Avenue, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL & NEW YORKER HOTEL
Tuesday Aug. 29 2:30 P.M.	CUSTOM-MADE FALL MILLINERY SHOWING Press, strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET
Tuesday Aug. 29 3:00 P.M.	PRESS PREVIEW: FALL FASHIONS The Fall custom-order collection designed by Mme. Lynn. Attendance, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	CHEZ NINON	SALON 785 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Aug. 29	SUB-DEB FALL FASHION SHOW A Junior Fall Fashion show of Back-to-School styles modeled by Bamberger's newly trained sub-debs. Public and Press invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	RESTAURANT 10TH FLOOR
Wednesday Aug. 30 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING A fashion show launches the first Fall get-together of the teen-agers who will be beguiled by fashions and entertained by celebrities. More details later. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTTEEN SHOP 2ND FLOOR

OPENING DATES: FALL CUSTOM-ORDER COLLECTIONS
Admission to all showings strictly by invitation

Wednesday Aug. 30	SAKS 5TH AVENUE COLLECTION FROM THE SOPHIE SALON MODERNE Publicity: Eleanor Lambert, PL. 5-8580.		611 FIFTH AVE.
Tuesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER "ORIGINALS" Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH ST.
Sept. 5 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Contact: Florence Neff, PL. 3-7300.		754 FIFTH AVE.
Sept. 6 11:00 A.M.	BONWIT TELLER'S FIRA BENENSON COLLECTION Publicity: Jo Parrish, EL. 5-6800.		721 FIFTH AVE.
Sept. 6 3:00 P.M.	MILGRIM'S CUSTOM-ORDER ORIGINALS Publicity: Ruth Waltz, CI. 7-7200.		6 WEST 57TH ST.
Sept. 7 10:30 A.M.	HATTIE CARNEGIE'S CUSTOM-ORDER ORIGINALS Publicity: Josephine Hughes, WI. 2-2600.		42 WEST 49TH ST.

Friday Sept. 1	A BRAND NEW TEEN- AGE MAGAZINE "Seventeen", a new magazine for high school girls and the teen-age crowd, and edited by Helen Valentine, will appear in September with 88 pages of interest for young women from 13-18 years of age. "Seventeen" will talk their language...about Young Fashions, Beauty, Food, Fun, Books, Movies, Records, and People. Dr. M. F. Agha is Art Consultant; Charlotte Ware, Managing Editor; Eleanore Hillebrand, Fashion Editor; Irma Phorylles, Beauty Editor; Dorothea McEvoy, Executive Editor; George Neil, Art Director; and Estelle Ellis, Promotion Director. Contact: Estelle Ellis, MU. 2-4690.	"SEVENTEEN"	ALL NEWSSTANDS AND DEPARTMENT STORES
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Monday Sept. 4	NEW RADIO PROGRAM WITH PEGEEN FITZGERALD	LILY OF FRANCE CORSET COMPANY	WOR, 8:30 A.M. DAILY
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Monday Sept. 4	ANNUAL FASHION AWARDS The annual Fall Fashion Exhibit at which Neiman-Marcus honors a handful of American designers will take place, as usual, this year with awards going to Jo Copeland of Pattullo Modes; Ben King, accessories designer; Countess Mara, mens' tie designer; and Brooke Cadwallader, fabric designer. Admission to this annual Fall Fashion Exhibit is by \$25.00 war bond only. Further details, Stanley Marcus, Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 5 1:00 P.M. Luncheon	NEW FALL CUSTOM- ORDER FASHIONS First Fall collection of custom-order and ready-to-wear clothes. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Alice Orovan, EL. 5-6415. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN (785 5TH AVE.)	ST. REGIS HOTEL ROOF GARDEN
Tuesday Sept. 5 3:00 P.M.	PRESS PREVIEW: LUXUR- IOUS FUR FASHIONS The annual "Pink Champagne Party" that Russeks' Wholesale Department gives to the press each year, showing the cream of fur fashions created in the design studio. Press, strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	8TH FLOOR
Thursday Sept. 7 3:00 P.M.	OPENING OF MILLINERY STUDIO In an artistic setting hung with paintings which serve as inspiration for her hat models, Mme. De Lil, a talented and experienced hat creator, will present a new collection of hats using the artistry, the colors, the composition, and the picturesque quality of famous paintings. Press, strictly by invitation. Contact: De Lil, Inc., PL. 9-6559.	DE LIL, INC.	STUDIO 26 EAST 55TH STREET
Friday Sept. 8 4:15 P.M.	PRESS RADIO PREVIEW To celebrate the opening of its new outlet at Gimbel's, "Calling All Girls" will preview its Teen-Age radio program already sponsored by 77 leading stores from coast to coast. Press invited to meet the actors on this "Teen-Radio" program. Contact: Miss Betty Green, Fashion Editor of "Calling All Girls" Magazine, 52 Vanderbilt Ave., NYC.	"CALLING ALL GIRLS" CLUB OF THE AIR	GEORGIAN ROOM PENNSYLVANIA HOTEL
Week of Sept. 10	FALL STYLE SHOWINGS Dresses, coats, suits, sportswear, knitwear, etc., as well as wash apparel and blouses.	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Sept. 11 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON First Fall collection of completely ensembled fashions. Open to public. Press by invitation. Luncheon from \$1.85. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF GARDEN
Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: FIRST FALL SHOE FASHIONS Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	DELMAN SHOE SALON	BERGDORF GOODMAN 754 FIFTH AVENUE
Monday Sept. 11- Sept. 13 1:00 P.M.	NATIONAL RETAIL MILLINERY WEEK A series of fashion shows under the auspices of the Millinery Stabilization Commission will be held coincident with the appearance of the hats throughout the country. <u>Sept. 11</u> : Fashion Luncheon Show - Exhibitors: Peg Fischer, Braagaard and Northridge. Pierre Hotel. <u>Sept. 12</u> : Fashion Luncheon Show - Exhibitors: Hattie Carnegie, W. Florell, Reine. Pierre Hotel. <u>Sept. 13</u> : Fashion Luncheon Show - Exhibitors: Lilly Dache, John-Fredericks, Sally Victor. Pierre Hotel. Publicity: Terry Levy, CH. 4-6547.	MILLINERY STABILI- ZATION COMMISSION	PIERRE HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS A collection of suits, dinner gowns and daytime ensembles to be reviewed by the invited press. At 2:30 P.M. on the same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wednesday, September 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Tuesday Sept. 12 11:00 A.M.	PRESS BREAKFAST TO VIEW FALL FURS Attendance, strictly by invitation. Publ.: Grace Fitzwater, PL. 5-8668.	GUNTHER	666 5TH AVENUE 2ND FLOOR
Tuesday Sept. 12 4:00 P.M.- 7:00 P.M.	PRESS OPENING: NEW MAKEUP STUDIO Eddie Senz, makeup artist for four major theatrical studios will introduce "make-up faces", a new theory in makeup. Also "face-spacing" showing the importance of colors and new "hair-des". Press strictly by invitation. Publicity: A. Gail, CI. 6-3795.	EDDIE SENZ	48 EAST 52ND STREET
Tuesday Sept. 12 4:30 P.M.	PRESS PREVIEW: "READY-TO- BE-WORN" CLOTHES Jaeckel's newly-opened Ready-to-Wear Department, will present a sportswear collection for Fall at a cocktail party for the invited press.	JAECKEL'S	8-10 EAST 57TH STREET 1ST FLOOR
Wednesday Sept. 13 1:00 P.M.	LUNCHEON FASHION SHOW This fashion show will consist of costumes seen in the new Paramount movie "Frenchmen's Creek" together with Dorothy Gray's new "Frenchmen's Red" makeup inspired by this picture. Luncheon a la carte. Press by invitation. Dorothy Gray Publicity: Helen Vogt, WI. 2-6109; Waldorf-Astoria Publicity: Ted Saucier, EL. 5-3000.	DOROTHY GRAY, LTD.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 13	OPENING OF NEW SHOP More details later. Press strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Thursday Sept. 14 10:15 A.M.	PRESS BREAKFAST FASHION SHOW Special showing of smart town clothes. Also some college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
Thursday Sept. 14 Luncheon 1:00 P.M.	"ONE DOZEN AMERICAN BEAUTIES" (HOSIERY FASHION PRESENTATION) This will introduce a new and exciting dramatization of hosiery styles created for Gotham Hosiery by Lester Gaba. Press by invitation. Publicity: Eleanor Lambert: PL. 5-8580.	GOTHAM HOSIERY CO.	PIERRE HOTEL GRAND BALLROOM
Friday Sept. 15	SEMI-ANNUAL MARKET OPENING-COVERAGE Contact: Sam Cook Singer, WI. 7-2790.	OCTOBER ISSUE WOMEN'S REPORTER	350 5TH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 15	SIX FREE SEWING SESSIONS There will be six sewing sessions at which the tailoring of suits, coats, skirts, slacks, and dresses will be given by Lucille Rivers, McCall's stylist. All invited to attend, free. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALLS	EAST BUILDING 7TH FLOOR
Saturday Sept. 16	PRE-SPRING DALLAS MARKET Dallas manufacturers will have their first Spring lines ready for this October show. These Dallas fashion events are attracting increasing attention throughout the country.	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER
Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION Exciting, original ensembles designed by Mme. Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL ROOF GARDEN
Tuesday Sept. 19	LUNCHEON "TEENTIMERS" FASHION SHOW Press preview of winning "Teentimers'" designs at Bloomingdale's. The four winning designs which have been selected after a nationwide contest sponsored by Teentimers, will be displayed under Bloomingdale's auspices. Press invited. Contact: Karen Hollis, VO. 5-5900. Teentimer Publicity: Billie Gould, WI. 7-9715.	BLOOMINGDALE'S	ST. REGIS HOTEL PENTHOUSE
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new edition to the curriculum. Application can be made in person until August 18th. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE
Beginning Wednesday Sept. 20	OPENING OF FALL SEMESTER The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given eight weeks in practical work in department stores, with pay. For further information, contact: Leona Van Cott, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Wednesday Sept. 20 1:00 P.M.	FALL FASHIONS AT LUNCHEON SHOWING First public showing of Fall costumes. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Sept. 20 3:00 P.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS FOR FALL Collection of exciting custom-order ensembles for day, sports and evening. Designed by Carrie Munn for her exclusive clientele. Press invited. Contact: Carrie Munn, EL. 5-0017.	CARRIE MUNN	640 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 21 11:00 A.M.	FASHION SHOW AND NEW FLOOR OPENING Gala fashion show celebrating opening of the newly redecorated and re- arranged fourth floor for fashions. More details later. Press invited. Publicity: Florence Upstein.	SAKS 34TH STREET	FOURTH FLOOR
Thursday Sept. 21- Sept. 23	2ND ANNUAL KINGS COUNTY FAIR A bigger and better fair than last year, with more sections, classes, etc. \$25 War Bond prizes for best entries in each of 6 sections. Cooperating with Abraham & Straus are seven prominent Gardening, Home Economics, and Furniture organizations. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
Saturday Sept. 22	NEWSSTAND DATE: CHARM'S HOME FURNISHINGS ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Monday Sept. 25	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING Contact: Louis Tabak, Chairman, Associated Apparel Manufacturers, Los Angeles, California.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION Leading to the degree of Master of Retailing, a dozen scholarships will be given to residents of New York, Westchester, New Jersey, and Nassau. Win- ners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: New York University, School of Retailing, Washington Square, New York.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Sept. 28	FALL FASHION PREVIEW Contact Jeanne Pierre, CA. 5-3200. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ARNOLD CONSTABLE	ST. REGIS ROOF
Around October 1	FALL FASHION SHOWING OF ARALAC	ARALAC, INC. AND McCALL PATTERN CO.	STORE PIECE GOODS DEPARTMENTS
Sunday Oct. 1	INTRODUCING: "DEVASTAT- ING FASHIONS" A complete, coordinated style promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, has been readied and will be sold exclusively to one store in each city. The October style magazines will introduce in their advertising and editorial sections "Devastating Fashions" together with Anjou's "Devastating" per- fume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1- VOGUE, HARPER'S, TOWN AND COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLINERY LUNCHEON The usual dramatic Walter Florell presentation can be expected at this first Fall showing of hats to which the press is invited. Open to public. Luncheon a la carte. Contact: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 1:00 P.M.	FALL FASHIONS AT LUNCHEON Presenting the second collection of new Fall fashions including high-style dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY-LUNCHEON FASHION SHOWS Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series which will begin on October 4th. Sponsors of future shows to be announced. Contact: Viola Shefer, PL. 3-2117.	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
Thursday Oct. 5 1:00 P.M.	BRIDAL FASHION PRESENTATION The very latest Fall Bridal fashions from the new Bridal Salon will be featured. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Monday Oct. 9 1:00 P.M. Luncheon	FALL & WINTER FASHION SHOWING OF NEW FURS Furs for daytime and evening designed by Harra and others. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Kay Merrill VO. 6-3535. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	F. HARRA (17 W. 57 St.)	ST. REGIS HOTEL ROOF
Monday Oct. 9	FIRST SHOWING FALL SPRING COLLECTIONS	SPORTSWEAR GUILD MEMBERS	INDIVIDUAL NEW YORK SHOWROOMS
Monday Oct. 9 through November	SPRING SHOWINGS OF QUALITY LINES Sportswear houses are holding their showing the week of October 9. Coats and suits showings are the week of October 16, and better dresses are holding their openings the week of October 23. That means that out-of-town buyers will be swarming New York from the first week of October through to early November. This Fall's apparel openings are earlier than last year's in order to facilitate timely deliveries.	NEW YORK QUALITY MANUFACTURERS	IN VARIOUS SHOWROOMS
Monday Oct. 9	SPRING OPENING OF DRESS AND SUIT DIV.	CHICAGO FASHION INDUSTRY	CHICAGO SHOWROOMS
Monday Oct. 9	OPENING OF SPRING LINES This includes Junior and Misses' coats, suits and sportswear.	ST. LOUIS FASHION CREATORS	ST. LOUIS SHOWROOMS
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW Details later. Open to public. Press by invitation. Luncheon a la carte. Jonai Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM

MUSIC... THEATRE... MOVIES... NIGHT CLUBS

Monday.....OPENING: "SONG OF NORWAY" IMPERIAL THEATRE, 249 WEST 45TH STREET
 Aug. 21 An operetta based on the life and music of Edward Grieg, produced by the Shuberts with 90 persons in the cast. Ballet and music staged by Balanchine. Publicity: Claude Grenaker, CI. 6-9500.

Tuesday....PREMIERE: "KISMET" (Movie) ASTOR THEATRE, BROADWAY AT 44TH STREET
 Aug. 22 An MGM picture starring Ronald Coleman, Marlene Deitrich, James Craig, and Edward Arnold. An oriental setting about a beggar disguised as a prince. Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.

Thursday...OPENING: NEW SHOW WALDORF ASTORIA HOTEL, STARLIGHT ROOF
 Aug. 24 Joan Edwards will sing at supper and Nat Brandwynne and his orchestra will succeed Guy Lombardo. Mischa Borr and his tango-rumba band remain. Publicity: Ted Saucier, EL. 5-3000.

Thursday...OPENING: "LOWER NORTH" BELASCO THEATRE, 115 WEST 44TH STREET
 August 24 A comedy drama of Navy life. Costumes: Ernest Schnapps. Scenic designs: Raymond Sovey. Publicity: James Proctor, MU. 2-9147.

Monday.....RE-OPENING: "VOICE OF THE TURTLE" MOROSCO THEATRE, 217 WEST 45TH ST.
 Aug. 28 The famous comedy, "Voice of the Turtle", starring Margaret Sullavan, 8:40 P.M. Elliot Nugent, and Audrey Christie will reopen at the Morosco for an indefinite run. Publicity: Jean Dalrymple, MU. 5-3114.

Monday.....OPENING: "LAST STOP" FORREST THEATRE, 230 WEST 49TH STREET
 Aug. 28 A melodrama directed by Piscator with a distinguished cast. Costumes: Rose Bogdonoff. Publicity: Willard Keefe, CI. 7-5282.

Wednesday..PREMIERE: "THE DOUGHGIRLS" (Movie) HOLLYWOOD THEATRE, B'WAY AT 51ST STREET
 Aug. 30 A Warner Bros. picture starring Ann Sheridan, Alexis Smith, Jane Wyman, Charles Ruggles, and Jack Carson. A comedy adapted from the stage play. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Tuesday....OPENING: "DOWN TO MIAMI" AMBASSADOR THEATRE, 215 WEST 49TH ST.
 Sept. 5 A musical comedy directed by Edgar MacGregor, written by Conrad Westervelt. 8:40 P.M. Stage settings by Stewart Chaney. Publicity: Ben Friedman, WI. 7-6939.

Wednesday..PREMIERE: "DOUBLE INDEMNITY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 Sept. 6 A Paramount murder-mystery about insurance, starring Fred MacMurray, Barbara Stanwyck, and Edward G. Robinson. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-7800.

Friday.....PREMIERE: "ARSENIC & OLD LACE" (Movie) STRAND THEATRE, 47TH ST. & B'WAY
 Sept. 8 A Warner Bros. picture starring Raymond Massey, Cary Grant, Priscilla Lane, Peter Lorre and Jack Carson. Adapted from the stage play. Costumes, Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.

Tuesday....OPENING: "SKATING VANITIES" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Sept. 12 The third edition of the Skating Vanities starring Gloria Nord in a musical extravaganza on roller skating wheels, produced at a cost of \$250,000. Publicity: Ross Associates, BR. 9-5906.

Early.....BALLET PRESENTATION: "GRADUATION BALL", METROPOLITAN OPERA, B'WAY AT 39TH ST.
 Fall A five weeks' engagement for Lichine's "Graduation Ball" and Balanchine's "Waltz Academy". This will be followed in 1945 by the Ballet Theatre's regular Spring season of six weeks. Publicity: Gerald Goode, PL. 3-0820.